

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 12/14/2007 has been entered.

Acknowledgement is made to the cancellation of claims 1-26,29-30 and 33. Applicant's remarks have been carefully considered and were found to be convincing, therefore the following reasons for allowance follows:

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Gary Monka on 2/6/2008.

The application has been amended as follows:

Change Title to read "Automated sales support device"

The following is an examiner's statement of reasons for allowance:

Claims 27,28,31,32 and 34 are allowed

The following is an Examiner's statement of the reasons for allowance for all independent claims 27.

The present invention is directed to a device that permits a sales person to select at there desktop console target criteria that will be used later to routing information to the salesperson concerning contacts that match the target set by the salesperson (see applicant's disclosure FIG 5), inter alia, "a system setting module, the system setting module permitting the sales person to select at least one target item in a plurality of on-line communication channels between an individual customer to which the sales person is assigned and the employer of the salesperson".

The prior art of record neither anticipates nor fairly and reasonably teaches this feature in the combination as a whole.

The most remarkable prior art of record is to Freishtat et al. (US 200510097000) and Cloutier et al. (US 200310095642).

Although Freishtat disclosed many features similar to those recited in the above-indicated claims, Freishtat still fails to teach the above-noted features in the above-noted claims.

Cloutier teaches a system for the remote notification and retrieval of electronically stored messages wherein a user requests to be alerted to messages

Art Unit: 3625

containing certain key words or phrases in the body of the e-mail. It is clear from the description of Coutier that the prior art does not considered the possibility of receiving from the salesperson a selection of a target item for a customer to which the salesperson is assigned that appear in online communication channels between the customer and the employer of the salesperson, as recited in the independents of the instant invention.

Geerlings (US 5,956,693) teaches executing replies to customer inquiries based on triggers set up by the company. Geerlings, however, fails to reasonably teach that notifications are sent to a salesperson based on targets the salesperson sets up, that associate the salesperson with the customer.

Kumar (US 6,976,056) teaches a means for monitoring activity on a website from a sales person's console. Kumar, however, fails to teach a system setting module that permits the salesperson to select at least one target item in a plurality of on-line communications channels.

Petras (US 6,965,870) teaches a system for alerting a telemarketer based on predetermined criteria. Petras, however, fails to teach a system setting module that permits the salesperson to select at least one target item in a plurality of on-line communications channels.

Klein (US 6,934,381) teaches contacting a sales rep based on skill sets that are established through business rules based on qualifications. Klein, however, fails to

Art Unit: 3625

teach a system setting module that permits the salesperson to select at least one target item in a plurality of on-line communications channels.

Crossley (US 6,766,012) teaches directing calls to agents based on previous success criteria. Crossley, however, fails to teach a system setting module that permits the salesperson to select at least one target item in a plurality of on-line communications channels.

SITEL: "Sitel and British Gas announce practical on-line shop assistants" discloses online customer service on behalf of British Gas. SITEL call agents automatically know when a customer needs help and then step-in with suggestions and advice.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mark Fadok** whose telephone number is **571.272.6755**. The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

Art Unit: 3625

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Jeffrey Smith** can be reached on **571.272.6763**.

Any response to this action should be mailed to:

Commissioner for Patents

P.O. Box 1450

Alexandria, Va. 22313-1450

or faxed to:

571-273-8300

[Official communications; including

After Final communications labeled

"Box AF"]

For general questions the receptionist can be reached at

571.272.3600

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Mark Fadok/

Primary Examiner, Art Unit 3625

